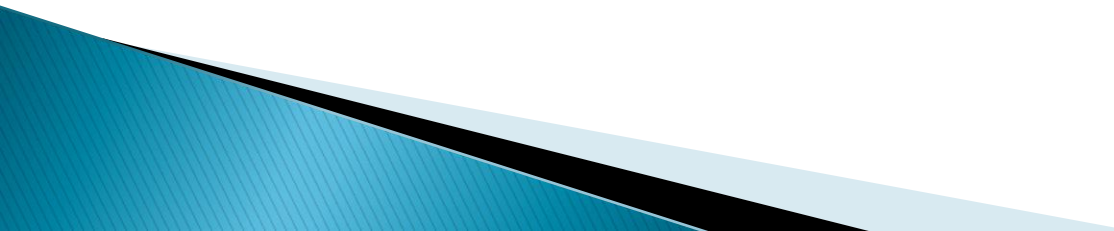


Statewide Shoreline Education, Outreach and Stewardship Strategy




Goal

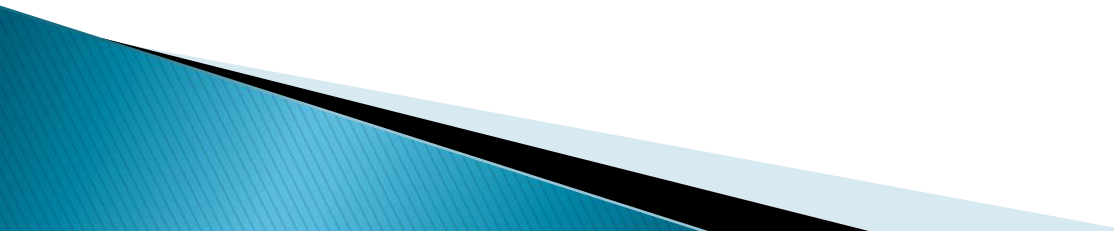
“Develop and implement a collaborative shorelines education, outreach and stewardship strategy to raise awareness and increase citizen’s engagement in restoring and protecting Washington’s shorelines.”



Why now?

- ▶ Shoreline Master Programs
 - ▶ Green shorelines legislation
 - ▶ Coastal atlas/public access web launch
 - ▶ Marine spatial planning initiative
 - ▶ Puget Sound recovery
 - ▶ Watershed planning implementation
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Key tasks by 2011

- ▶ Launch “*Our Living Shorelines*” web portal on Ecology front page
 - ▶ Complete work plan
 - Conduct audience assessment
 - Define behaviors, messages, methods
 - Identify print materials, successful models, useful resources and gaps –> replicate or fill gaps
 - Identify and work closely with partners on all of the above
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Your input requested

- ▶ **Staff to work with at your jurisdiction**
 - ▶ **Successful models, programs and materials**
 - ▶ **Audiences in your local community –**
shoreline property owners, elected officials,
dock owners, realtors, etc.
 - ▶ **Behaviors and messages that support SMPs –**
vegetated buffers, building setbacks, “green
shoreline” projects and permits, etc.
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